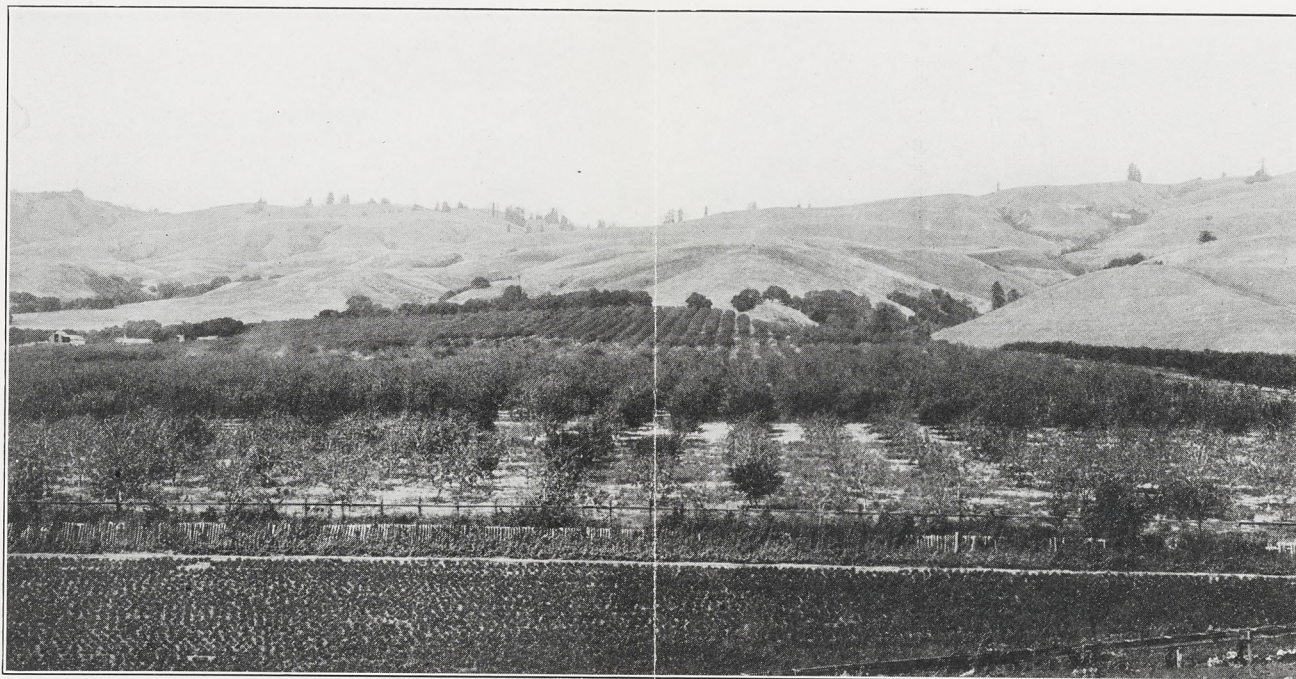


WATSONVILLE

*in
The Valley of the Apple*



Pajaro Valley
Santa Cruz County
California.



A familiar scene in "The Valley of the Apple"

Watsonville in the Pajaro Valley

WHEN the first settlers followed the gold seekers to California to test the seemingly preposterous stories of the fertility of the soil, they selected those garden spots in the state which have been most favored by nature. Consequently, one of the first towns to spring into existence was Watsonville, the center of the Pajaro (Pà-ha-ro) Valley, one of the richest agricultural districts in the world. When nature distributed her gifts, the region in which Watsonville is located surely received its full share. Situated as it is on the curving rim of Monterey Bay, almost completely surrounded by picturesque mountains and hills, the center of a fertile valley traversed from end to end by the Pajaro River, enjoying an equable climate, and with such scenic wonders as the Big Trees of Santa Cruz and the rugged coast line of Monterey Bay within easy access, it is not surprising that Watsonville enjoys a high degree of solid, substantial prosperity.

Location

Watsonville is 100 miles from San Francisco, in southern Santa Cruz county. The main transconti-

ental line of the Southern Pacific Company traverses the valley from north to south, and the so-called Santa Cruz branch line crosses it from east to west. Auto stages also connect the city with San Francisco, Salinas, Santa Cruz, Hollister and Fresno.

Climate

The climate, like that of California generally, is divided into two seasons, a rainy winter season from October to May and a dry summer season during the remaining months. But unlike most of the agricultural regions of the state, the summer brings with it the cooling fogs from the ocean which temper the sun's heat and are a boon to the agriculturalist, making irrigation unnecessary for the average crop.

During the winter months, the average rainfall is 24 inches. For many weeks at a stretch the daily variation in temperature does not exceed 6 to 8 degrees F. After a rainy spell will come, even in mid-winter, mild, warm, sunshiny days, when the blue sky overhead and the green hills in the distance combine to deceive the stranger into thinking that June has displaced December.



One of the 90 apple packing houses in Watsonville



There are many flourishing Royal Anne cherry orchards



Hauling one of the 15,000 wagon loads of apples that are gathered from the Pajaro Valley every season

Table of Monthly Temperature and Precipitation

	Temp. F.	Prec. Ins.
January.....	52.4	4.45
February.....	52.3	3.40
March.....	55.1	3.62
April.....	56.6	1.69
May.....	58.7	.66
June.....	62.4	.17
July.....	63.3	.00
August.....	62.8	.00
September.....	60.3	.16
October.....	58.4	1.76
November.....	56.1	3.82
December.....	51.3	4.09
Year.....	57.5	23.82

Annual Rainfall in the Pajaro Valley

	1916	1917	1918	1919	1920	1921
July.....	-17	-18	-19	-20	-21	-22
August.....	.12		.10			
September.....	1.20		6.11	.11		.44
October.....	1.21		.27	.14	2.79	.12
November.....	.98	.61	10.69	.22	3.67	1.29
December.....	7.51	.32	2.56	7.07	6.69	11.43
January.....	1.62	.99	1.36	1.33	6.41	2.92
February.....	6.41	3.18	8.87	3.13	1.95	6.48
March.....	.87	4.28	2.45	5.52	2.28	4.24
April.....	.29	.48	3.33	2.39	.48	.81
May.....	.08				.87	.09
June.....				.09		.12

Total..... 20.29 10.77 25.33 20.08 25.14 27.94
 No cloudy weather statistics. Some high fogs part of day of benefit to apples and other crops. Sunshiny days largely predominate.



Strawberries, loganberries and blackberries grow easily



A celery field on the peat lands of Pajaro Valley



The manufacture of dehydrated pumpkin pie flour has helped to make pumpkin raising an important industry

Population

THE city of Watsonville, according to the 1920 census, has a population of 5,013. It is the trading and financial center for a thickly settled agricultural district of about 20,000 people. The official census of 1900 gave Watsonville a population of 3,528, that of 1910 a population of 4,446. Compared with the statistics for 1920 it shows a steady growth in population characteristic of the steady advancement of the community.

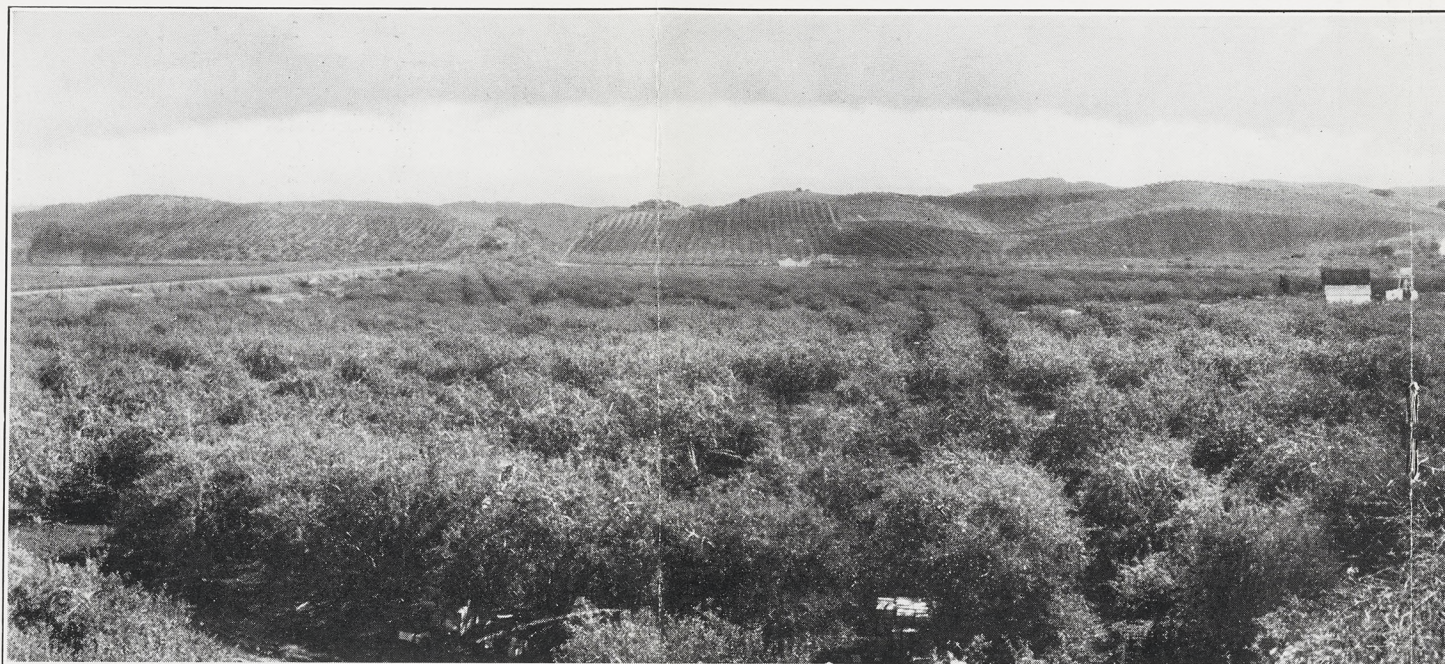
Watsonville, the Apple City

In 1853, when the first family orchard was set out in the Pajaro Valley, the planter little realized of what a tremendous industry his orchard was the forerunner. Today over 12,000 acres in the Pajaro Valley are planted in apples, mainly Newtown Pippins and Yellow Bell-flowers, and nowhere else in the world is the yield per acre so heavy. The first planter expected a yield of from 7 to 8 boxes per tree. Instead of this, some of these are bearing today from 50 to 60 boxes, and this phenomenal yield is being duplicated by younger orchards.

Watsonville is the shipping center for this great industry. In 1919, 10,975 carloads of apples and their by-products were shipped to 35 states, to Canada, Mexico and even to England, Norway, Hawaii and the Orient. The industry supports in the city of Watsonville from 75 to 100 packing houses, about 25 driers, two canneries and three vinegar and cider works, one of them the largest of its kind in the world. More than two thousand workers are necessary to handle the output.

Other Resources

But apples, while the principal, are not the only resource of Pajaro Valley's 150 square miles. Among



Rolling hills bordering on cultivated fields and trim orchards make the

the fruits that thrive in this vicinity are apricots, to which 3,000 acres are planted, pears, cherries and prunes. It is a remarkable fact that pear blight which has proved so fatal to orchardists in other regions, has never been known in the valley.

Strawberries a Leading Crop

A VERY large acreage is given over to strawberries, a crop that ranks next to apples in its value to Watsonville. It was the strawberry crop and sugar beets that supported the farmer while his apple orchard matured. Strawberries shipped from Watsonville have a reputation for quality that is undisputed. Blackberries and loganberries are of almost equal importance. The loganberry was originated in Santa Cruz county by Judge Logan. The growth of its popularity was almost immediate, and today it has a national reputation.

Aside from fruit and berries, the important crops are celery, lettuce, sugar beets, potatoes, hay, alfalfa, and sweet peas, to the culture of which large areas are devoted.

In giving even a brief account of the resources of the valley, the poultry industry must not be overlooked. It has assumed great importance by reason of most

favorable climatic conditions in and around Watsonville, where soil and an abundance of water as well, assure the year round growth of a plentiful supply of green feed and grains so necessary to the profitable raising of chickens. The proximity of the bay cities assures a ready and unlimited market for the product of the model poultry operator in the valley. Dairying is also engaged in to a considerable extent.

Such wide diversification has brought many varied industries to the city of Watsonville, and made of it a well-rounded progressive community.

Banking Facilities

Watsonville, as the financial center of this prosperous region, has banking facilities equal to those of cities of much greater population. Five banks in all, two national, one state commercial and two savings banks, with total resources of \$6,246,000 and deposits of \$5,363,000, headed by men of high repute in the financial circles of the state, attend to the banking needs of the community. To the high degree of efficiency of these institutions is due much of the prosperity of the city.



See the beautiful Pajaro Valley one of the most picturesque in California

Schools

REALIZING that the future of the city rests with the growing citizens of tomorrow, the school system of Watsonville is modern and efficient. The Union high school has enlarged until it occupies two buildings, one of which is looked upon as one of the model school edifices of America, from which busses daily take the students to and from their homes, in some instances twelve miles distant. It cares for more than 400 students, who are privileged to take either a four-year literary course or a two-year commercial course. In the city proper, a grammar school, two primary schools and a kindergarten care for the needs of the younger children, while more than 25 rural schools and several private academies are distributed through the outlying districts.

Churches

Perhaps chief among the advantages, usually found only in large cities, but which are available to the residents of Watsonville, are its churches and religious institutions. All of the leading Protestant denominations, Christian, Methodist, Episcopal, Danish, Bap-

tist, Presbyterian, Christian Science and Seventh Day Adventists, as well as a particularly strong Catholic organization are located here. The buildings in which the various denominations are housed would do credit to a city many times the population of Watsonville.

Fraternal Organizations

About 30 lodges, locals of nearly every national fraternal organization including Masons, Odd Fellows, Elks, Pythians, and many more, help to care for the social needs of the people.

Local Organizations

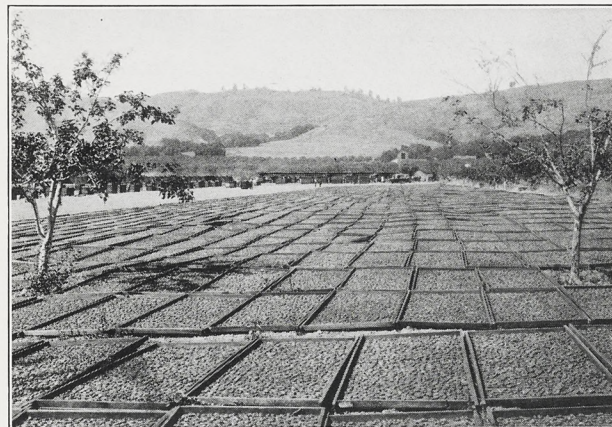
The spirit of cooperation which has developed during the last few years among the people of this community is manifested in the Chamber of Commerce, a wide-awake, progressive organization with a membership of nearly 700 men and women representing every industry in the valley. To the activities of this organization are due in a large measure the good roads program, the bringing of new industries to the city, and the many civic improvements which have been effected during the past year.



Among the orchards are many poultry farms



Pajaro Belles to be among the Bell (flower)s that are now making the Valley famous



A 200-acre apricot orchard in the foothills near Watsonville

In all the efforts that have gone to make Watsonville a better city, the Watsonville Woman's Club, with a membership of 300, has played an indispensable part. Besides taking care of the social interests of the women, the organization interests itself in every plan for civic betterment. Several other literary and civic clubs help to broaden the lives of the citizens.

Watsonville is justly proud of its Y. M. C. A., which ranks fourth in cities of under 25,000 population throughout the United States. A handsome building, well equipped with swimming pool, gymnasium, reading rooms, etc., forms a community center and supplies healthy amusement for the more than three hundred and fifty men and boys on the membership roll.

Municipal Advantages

Civic pride in Watsonville is well-developed and the spirit of cooperation is noticeable. This is responsible for its possession of all the advantages of a larger community. Paved streets, gas, electricity, a plentiful supply of good water at a remarkably low rate, and a city tax rate of \$1.53 all help to make of Watsonville an ideal place to live. It is a city of attractive homes, surrounded by tree-shaded, flower-perfumed gardens. In the heart of the city, a large plaza, park-like with trees, fountains and flowers, forms a delightful picture and attracts the attention of every visitor. A well-equipped playground supplies many happy hours of healthful play for the small children.

The city boasts two of the finest theatres in Northern California, seven hotels, one of which would compare favorably with any hotel to be found in cities many times the size of Watsonville, a business section of handsome office buildings, a city library of more than 10,000 volumes, and above all a progressive spirit that equals that of any city of its size in the state. Two up-



Plaza in the center of Watsonville

to-date newspapers, the morning Daily Register and the Evening Pajaronian, promote the interests of the valley.

Surroundings

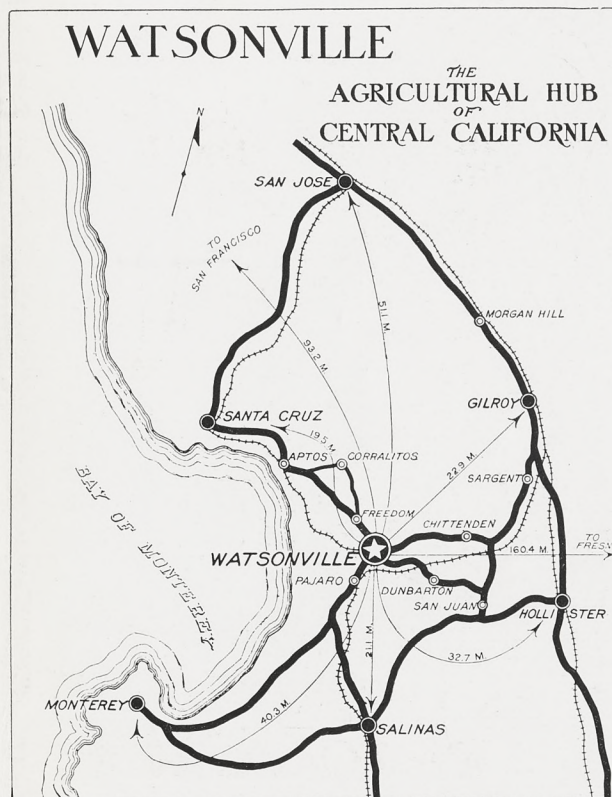
But the resident of even the most choicely located city needs an occasional change, a holiday excursion or a vacation of longer duration. And for this too, the location of Watsonville is particularly fortunate. The Pajaro Valley is surrounded by beautiful redwood canyons, with tumbling streams in which the fishing delights the heart of the sportsman. Hunting is also good, and wild fowl abound.

Only four miles from the city, on Monterey Bay a splendid beach affords a pleasure that can be enjoyed by few other farming communities. Besides bathing the Bay furnishes unrivaled deep-sea fishing and a supply of clams and mussels to make the picnicker's day a profitable one.

Paved highways connect the city with some of the most famous resorts in the world. Within from fifteen to thirty miles are located the Big Basin, a state park where the primeval redwood tree, one of the rarest possessions of the state, attains magnificent size; Santa Cruz, with its bathing beaches enjoyed by thousands, its casino, its summer resorts, and its splendid and picturesque golf course; Del Monte, a resort known among travelers the world over; Monterey, once an old Spanish settlement where many quaint adobe houses covered with roses may still be seen; San Juan, one of the earliest of California's missions, Carmel, the artist's paradise with its miles of white sand, its pine-covered slopes, its famous mission, and its rugged promontories. These scenic wonders which nature-lovers travel thousands of miles to see, are of easy access, a pleasant morning's drive, from the city of Watsonville.



Appleton Hotel gives travelers a reason for looking forward to a visit to Watsonville



Issued by Chamber of Commerce of the Pajaro Valley, Watsonville, California, C. R. THORBURN, Secretary.

Write for further information

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